

AUG13/12 17.3
*** WFTV-TV ***

REP. # _____ OFF. # 6556 SALESMAN # _____

BUYER NAME ANNE BRAUNSCHEIDEL

SALES PRSN WA- JOE KNAUERN

CLASS:	NATL.	LOCAL	REGIONAL
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Age Group	U.S. should take action (%)	U.S. should not take action (%)
18-29	85	15
30-49	82	18
50-69	88	12
70+	92	8

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG13/12 17.34

TO LENA
FR JULIE
** NEW ORDER **
TTLS \$6750..3X
PLS CFM, THX 8/13

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 1907												
1			1100P-1135P	30		\$2,250.00	8/23	8/26	2		TH,SU	2
PROGRAM : NEWS												
CON COM1 : 1X PER DAY												
2			1100P-1135P	30		\$2,250.00	8/27	8/27	1		MON	1
PROGRAM : NEWS												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AUG/12			\$4,500.00	SEP/12		\$2,250.00						
CONTRACT TOTAL												\$6,750.00
TOTAL SPOTS												3

MARKET TOTALS \$19,285 WFTV 35% WKMG 33% WESH 22% WOFL 6% WKCF 0% WRBW 0% CABL 0%

SHARES ESTIMATED WOPX 0% WRDQ 4% EFTV 0%

SVC- NSI

DEMOS- RA35+*